

**CONTRACTS FINDER ADVERTISMENT**

**Project Reference CF/2020/74**

**REQUEST FOR QUOTE (RFQ)**

**Digital Copywriting for Knowledge Library**

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1. **Introduction**

*AHDB*

The Agriculture and Horticulture Development Board (AHDB) is a non-departmental government body, funded by levy income from farmers, growers and others in the supply chain, and managed as an independent organisation (independent of both commercial industry and of Government). The role of the AHDB is to help improve the efficiency and competitiveness of various agriculture and horticulture sectors within the UK. Our statutory functions encompass meat and livestock (cattle, sheep and pigs) in England; horticulture, milk and potatoes in Great Britain; and cereals and oilseeds in the UK. Our purpose is to inspire our farmers, growers and industry to succeed in a rapidly changing world. Our vision is for a world-class food and farming industry inspired by competing with the best

AHDB is firmly committed to openness, fairness and transparency in selecting all of its suppliers of goods and services. It must do this as a matter of law under the Public Contracts Regulations 2015, and this approach will also enable us to develop a ‘most economically advantageous’ supply system and maximise our use of levy funds.

Further information about AHDB can be found here: <https://ahdb.org.uk/>

*The Service*

AHDB are looking for freelance digital copywriters.

This will be for the initial period of February to April 2021 inclusive.

There will be a further opportunity to tender to supply these services as part of the AHDB Technical Procurement Framework for a 2-4 year period from June 2021. Please let us know if you are interested in this further opportunity.

1. Background

AHDB require experienced digital copywriters to rewrite content that was initially written for a printed publication and is currently mostly in PDF format. Our aim is to make our Knowledge Library content more accessible by taking it out of PDF and putting it into searchable webpages that are well structured and specific. This is achieved by ensuring that the content is written in plain English, is well structured and meets current SEO best practices.

1. Services required

The Supplier will be required to provide the following services as part of this agreement:

* Take technical content, that already exists in PDF format or other document formats, and rewrite in a style that meets the AHDB tone of voice for knowledge library content, digital copywriting best practices and SEO (Search Engine Optimisation) guidelines. The content shall be written in templates that AHDB will provide.
* The Supplier shall supply web-suitable content to AHDB in the format of a Microsoft Word document.
* Write new introductions & new titles that meet digital copywriting & SEO guidelines.
* Respond to and correct work in accordance with any feedback provided by AHDB, in accordance with the required Service Levels.
* Be willing to suggest innovative ways for how content and structure of the content can be optimised.
* Comply with the AHDB guidance on digital content when undertaking the Services under this agreement

AHDB will not provide equipment or training to the Supplier for this work. The Supplier shall be expected to use their own equipment and ensure that staff providing the Services required by this agreement are sufficiently trained.

AHDB will provide the Supplier with templates to enable the correct formatting of content by the Supplier.

AHDB will give the Supplier an induction at the outset of the agreement to talk through expectations and the briefing form. AHDB will meet with the Supplier on Microsoft Teams to discuss individual projects.

AHDB shall provide the Supplier with details of the purpose of the web content and the required tone of voice when instructing each digital copywriting requirement.

AHDB shall be responsible for the upload of the content onto the web platform. All work will be quality checked before it is published by AHDB’s digital content, marcomms and proofing teams.

Please supply your quote for the following work in the appropriate tab of the attached RFQ response form, supplying a price each for the work packages indicated in each sector/sub-sector line of the below table. You can refer to the attached sector/programme spreadsheets to see the breakdown of work required in each sector/sub-sector. Please note that the times per page indicated in the table are for guidance only and based on our experience to date. You will need to decide how long it is likely to take you and price accordingly.

|  |  |  |  |  |  |  |
| --- | --- | --- | --- | --- | --- | --- |
| **Sector** | **Sub-sector** | **Hero/Landing pages** | **Subpages** | **LP hrs** | **SP hrs** | **TOTAL hrs** |
|  |  |  |  | (C \* 1 hr ) | (D \*1.5hrs) | E+F |
| **Dairy** |  | 17 | 96 | 17 | 144 | 161 |
| **Grassland** |  | 56 | 70 | 56 | 105 | 161 |
| **Horti** | P. Edibles\* | 13 | 38 | 13 | 57 | 70 |
|  | Mushrooms | 3 | 10 | 3 | 15 | 18 |
|  | Fruit | 28 | 36 | 28 | 54 | 82 |
|  | Ornamentals | 19 | 59 | 19 | 88.5 | 107.5 |
|  | Irrign. & H20 | 14 | 35 | 14 | 52.5 | 66.5 |
|  | Energy | 8 | 33 | 8 | 49.5 | 57.5 |
| **B&L** |  | 36 | 84 | 36 | 126 | 162 |
| **Env.** |  | 47 | 140 | 47 | 210 | 257 |
| **Potato** | PCN/blackleg | 3 | 8 | 3 | 12 | 15 |
| **TOTAL** |  | **244** | **609** | **244** | **913.5** | **1157.5** |

The maximum budget allowance for this project is £50,000 net vat.

AHDB reserves the right to award work packages to a minimum of 3 different suppliers depending on experience, price and availability.

1. **Clarifications**

If you have a specific question related to this RFQ please email [Research@ahdb.org.uk](mailto:Research@ahdb.org.uk) stating the reference **CF/2020/74**. All responses to questions received as part of the process will be recorded, anonymised and shared as an edit on this notice, so it is highly recommended that, **if you are interested in this opportunity that you select “Watch this notice” against this advertisement therein**

1. Response

In order to facilitate and standardise responses to this RFQ, we have provided a form alongside this document which we require you to populate. Please provide your responses in this form. Please also take note of the requested answer length.

1. Mandatory requirements - you are required to fulfil certain mandatory criteria - Please confirm your ability to meet the below criteria in section 2 of the “Your answers” tab and in the “Employment status” tab of the accompanying response form.
2. We need to ensure compliance with HMRC regulations. Please confirm that you are considered to be self-employed for tax purposes for this work (for example, you supply your own office equipment, you decide how, when and where to do the work, you work for other clients). To check this, please follow the link and add a copy of the result to your submission, pasting it into the “Employment status” tab of the accompanying response form.

: <https://www.gov.uk/guidance/check-employment-status-for-tax>

1. Availability and contingency planning (20%): You must be available for work between 08 Feb 2021 and 30 April 2021. Please confirm this and indicate how many hours per week on average you should have available and when you are available during this period, where indicated in section 2 of the “Your answers” tab in the attached response form

If you cannot meet the above criteria, then please do not submit a response to this Tender.

1. Quality Assessment (60%)

Criteria are the qualifications and/or experience of the copywriter/account manager and team (if applicable) who would carry out the Services, and the quality of example work provided. Please provide your response in section 1 of the “Your answers” tab of the accompanying response form, where further guidance is provided.

1. Price (20%)

Please provide your quotation for the supply of the services in the “Your quote – pricing matrix” tab of the accompanying response form.

This populated Response Form and supporting documents should be emailed to**:** [Research@ahdb.org.uk](mailto:Research@ahdb.org.uk) **by 10pm on Sunday 31 January 2021.**

Submissions will remain unopened until after the closing date and time has passed. AHDB will then assess those eligible suppliers based on the combination criteria of Qualifications, experience and quality of samples (60%), Availability (20%), Price (20%) and the proposals that achieve the overall best scores will be awarded the work.

Please note by submitting a quote you are confirming that you are self-employed and available for work between 08 February and 30 April 2021.

AHDB will not be obliged to return any materials submitted by interested parties before, during or after this advertised opportunity or any subsequent procurement process as a result of this tender.

Please note that AHDB will not reimburse any expenses incurred by interested parties in preparing their responses to this Tender.

1. Timetable

|  |  |
| --- | --- |
| Opportunity Published | 08.01.20 |
| Last date for suppliers to ask clarification questions | 22.01.21 |
| Deadline for receipt of submissions/quotes | 31.01.21 |
| Award of work | 08.02.21 |

1. Conditions of contract

Please note that AHDB Standard Terms and Conditions will apply to the contract, a copy of which can be found on the AHDB website: <http://www.ahdb.org.uk/about/Procurement.aspx>

Tenderers are advised to familiarise themselves with these Terms and Conditions prior to submitting the proposal.

Work will be awarded via purchase order

The prices quoted in the response will form part of the contract.